



NICKELODEON UNVEILS NEW RESEARCH STUDY ON AUSTRALIAN DADS

“WAIT UNTIL YOUR FATHER GETS HOME”

A FATHER’S ROLE AS THE PRIMARY DISCIPLINARIAN IS SHIFTING

Media should portray dads as being more involved, sensitive and nurturing

Nickelodeon Australia, a division of Viacom International Media Networks (VIMN), today unveiled the results of “Wait Until Your Father Gets Home,” a new study investigating the role fathers play in their children’s lives. The findings uncovered a shifting perspective in what it means to be a dad today with the traditional role as disciplinarian dissipating, traditional gender-based roles evolving and the pressures of work impacting their ability to connect and spend time with their kids.

“Wait Until Your Father Gets Home” also explored the way today’s dads are portrayed in the media, with a majority of respondents agreeing that marketers and programmers should represent their greater involvement in parenting and acknowledge that they are involved in all aspects of decision making regarding their kids.

According to the study, the shift of a father’s role from being the primary disciplinarian represents the biggest change from the previous generation. Today’s dads are more hands-on, present, patient and understanding and see themselves as less strict, feared, distant or work-focused than their own fathers. Dad’s today feel they have “come a long way and are more connected to their kids” and the phrase ‘wait until your father gets home’ is now perceived more as a reward than a threat.

“Today’s dads are increasingly more involved in the day-to-day decisions around the household,” said Kirsty Bloore, VIMN’s senior director of research for Asia Pacific. “They purchase groceries, make decisions on what clothes and toys to buy and are involved in choosing day care. Most importantly, dads feel they should be portrayed as being much more involved and nurturing.”

Read the full findings on Nickelodeon’s trade site: www.nick.com.au/trade